Top CTAs on the Internet and Style Guide for Same

Here's an expanded table with 50 examples of common CTAs used on top websites:

Call to Action (CTA)	Purpose	Common Context
Sign Up / Subscribe	Encourages users to register for newsletters, accounts, or updates.	Building email lists, ongoing engagement.
Learn More	Directs users to additional information about a product, service, or topic.	Educating users, guiding decisions.
Buy Now / Shop Now	Prompts immediate purchasing decisions.	E-commerce platforms, driving sales.
Get Started	Initiates the user journey.	Services or onboarding processes.
Contact Us	Encourages users to reach out for more information or support.	Direct communication and support.
Download	Offers resources like e-books, apps, or whitepapers.	Providing value, lead generation.
Book a Demo / Schedule Consultation	Allows potential customers to experience a product or service firsthand.	B2B services, product showcases.
Join Now / Become a Member	Invites users to join a community or access exclusive content.	Building memberships, community growth.
Free Trial	Encourages users to try a service for free for a limited time.	Reducing barriers to entry, SaaS models.
Add to Cart	Facilitates the shopping process.	E-commerce platforms.
Watch Video	Directs users to a video explaining a product, service, or idea.	Content marketing, visual storytelling.
Sign In	Prompts existing users to log into their accounts.	Membership and user-based platforms.
Try It Now	Encourages users to test a feature or product immediately.	SaaS, apps, or tools.
Reserve Now	Encourages booking a spot for an event, product, or service.	Travel, hospitality, events.
Get Quote	Prompts users to request pricing information.	Service-based industries.

Apply Now	Invites users to apply for jobs, programs, or services.	Careers, loans, credit cards.
Start Free Trial	Highlights a free trial period to attract users.	SaaS, subscriptions.
Explore Now	Guides users to browse content, products, or services.	E-commerce, blogs.
See Plans	Directs users to pricing or subscription plans.	SaaS, hosting services.
Follow Us	Encourages users to follow social media accounts.	Social media growth, brand engagement.
Read More	Expands on content for deeper exploration.	Blogs, articles, media outlets.
Start Now	Pushes users to begin an action immediately.	Onboarding, engagement.
Pay Now	Directs users to complete payment.	E-commerce, subscriptions.
Subscribe & Save	Offers discounts for regular subscriptions.	E-commerce, services.
Check Availability	Prompts users to verify product or service availability.	Travel, bookings.
Donate Now	Encourages charitable contributions.	Nonprofits, fundraising platforms.
Request Demo	Provides a hands-on walkthrough of a product.	SaaS, enterprise software.
Try for Free	Highlights free access to a product or service.	SaaS, apps.
Submit	Finalizes a form submission.	Forms, surveys, lead generation.
Request Info	Invites users to ask for more details.	Educational institutions, businesses.
View Portfolio	Highlights previous work or projects.	Creative agencies, freelancers.
Upgrade Now	Promotes switching to a premium plan.	Freemium models, SaaS.
Claim Offer	Directs users to redeem a promotion.	E-commerce, sales campaigns.

Compare Plans	Encourages comparison of service tiers or features.	SaaS, hosting services.
Browse Products	Invites users to explore available items.	E-commerce.
Order Now	Pushes users to complete a purchase.	E-commerce, services.
Start Learning	Prompts users to begin a course or training.	E-learning platforms.
Get Discount	Highlights a promotional offer.	E-commerce, sales campaigns.
Find Out More	Prompts users to dig deeper into details.	Educational, content-based sites.
Log In	Provides access to existing accounts.	Membership platforms.
Enter Now	Invites participation in contests or giveaways.	Marketing campaigns.
Proceed to Checkout	Guides users to finalize purchases.	E-commerce.
Track Order	Allows users to monitor shipping status.	Retail, e-commerce.
Join the Waitlist	Builds anticipation for a launch or release.	New products or services.
Pre-Order	Promotes advance booking for products.	Retail, e-commerce.
Refer a Friend	Encourages sharing of the platform with incentives.	Referral programs.
Sign Up for Updates	Prompts users to receive the latest news.	News outlets, blogs.
Redeem Code	Allows users to apply promo codes.	E-commerce, promotions.
Download App	Directs users to app store links.	Mobile app promotions.

Style Guide for Creating Effective Call-to-Action (CTA) Buttons and Links

1. General Principles

- **Clarity**: Use concise, action-oriented language that clearly communicates the next step to the user.
- **Visual Prominence**: Make CTAs stand out with distinct colors, typography, and placement.
- **Actionable Text**: Always use verbs or action phrases (e.g., "Sign Up," "Get Started").
- **Relevance**: Match the CTA to the user's current intent and stage in the journey.
- **Accessibility**: Ensure that the CTA is readable, clickable, and usable for all users, including those with disabilities.

2. Text Guidelines

- **Length**: Keep CTA text between 2-5 words for buttons. For links, limit to 6-8 words.
- **Tone**: Use a friendly, encouraging tone, tailored to the audience (e.g., professional for B2B, casual for consumer products).
- **Verb-first**: Start with a strong action verb (e.g., "Learn," "Get," "Try," "Shop").
- **Urgency or Benefit**:
  - Add urgency when applicable: "Act Now," "Limited Offer."
  - Highlight benefits: "Save 20%," "Try Risk-Free."

3. Design Requirements

Colors:

- Use a high-contrast color palette to make CTAs visually distinct from the surrounding content.
- Example: Complementary or brand-accent colors (e.g., blue and orange).

Typography:

- Font: Use the same font family as the website but apply bold weights.
- Size: Ensure the font is large enough to be readable on all devices (e.g., minimum 16px for buttons).

Shape:

- Rounded corners for modern, approachable designs.
- Sharp edges for professional and corporate CTAs.

Hover Effects:

- Add hover states (e.g., color change, underline) to indicate interactivity.

4. Placement and Alignment

- **Primary CTAs**:
  - Position above the fold whenever possible.
  - Place prominently on product pages, in navigation bars, or within hero sections.
- **Secondary CTAs**:
  - Use sparingly, positioned after primary actions or as alternatives (e.g., "Learn More").
- **Spacing**:
  - Leave adequate whitespace around CTAs to enhance visibility.

5. Mobile-Friendly Design

- **Button Size**: Ensure buttons are large enough to tap (minimum 48x48 pixels).
- **Spacing**: Leave at least 8px padding between CTAs and other elements.
- **Responsiveness**: CTAs should adjust seamlessly across devices.

6. Accessibility

- **Contrast**: Ensure text and button colors meet WCAG contrast ratio standards (minimum 4.5:1).
- **Alt Text**: Provide alt text or ARIA labels for CTAs with icons or images.
- **Focus States**: Use a visible focus indicator for keyboard navigation.
- **Clickable Area**: Extend the clickable area to include padding around the button text.

7. Testing and Optimization

- **A/B Testing**: Test different text, colors, and placements to identify the highest-performing CTAs.
- **Analytics**: Track click-through rates (CTR) and conversions to refine effectiveness.
- **Iterative Improvements**: Continuously tweak based on user behavior and feedback.

8. Examples of CTA Styles

CTA Type	Example Text	Design
Primary Button	"Sign Up Now"	Bold text, bright color (e.g., blue or orange), full-width on mobile.
Secondary Button	"Learn More"	Lighter shade of primary color or outlined button.
Text Link	"Already have an account? Log In"	Underlined text in neutral color with hover effect.
Promotional Button	"Get 20% Off Today"	Bright accent color, slightly larger than standard buttons, accompanied by urgency text.